

The 2nd International Conference on Business and Banking Innovations (ICOBBI)
“Nurturing Business and Banking Sustainability”
Surabaya, 14th - 15th August 2020

Proceeding Book of
The 2nd International Conference on Business and Banking Innovations
(ICOBBI) 2020
“Nurturing Business and Banking Sustainability”
Surabaya, 14 - 15th August 2020

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FOREWORD

Alhamdulillah, praise be to Allah Subhanahu Wa Ta'ala for granting us the opportunity to organize and publish the proceedings of the 2nd International Conference on Business and Banking Innovations (ICOBBI) with the topic “*Nurturing Business and Banking Sustainability*”. This proceeding contains several researches articles from many fields in Marketing, Management Technology, Finance, Banking, Human Resources Management, Information System Management, and Islamic Economics.

The 2nd International Conference on Business and Banking Innovations was held on 14th – 15th August 2020 by virtual (online) meeting and organized by the Master Management Study Program of STIE PERBANAS Surabaya in Collaboration with six Higher Education Institutions in Indonesia and five Universities from Asia countries. Keynote speakers in this conference were: Prof. Angelica M..Baylon, Ph.D (Director of the Maritime Academy of Asia and the Pacific, Philippines), Chonlatis Darawong, Ph.D. (Head of the Master of Business Program Sripatum Chonburi University - SPU Graduate School Bangkok, Thailand), Prof. Madya Dr. Reevany Bustami (Director of Centre for Policy Research and International Studies Universiti Sains Malaysia), Associate Prof. Dr. Ellisha Nasruddin (Graduate School of Business Universiti Sains Malaysia), Associate Prof. Pallavi Pathak Ph.D. (School of Management Sciences, Varanasi, India) and Prof. Dr. Tatik Suryani (Head of the Master of Management Study Program of STIE Perbanas Surabaya, Indonesia).

I would like to give high appreciation to the Rector of STIE Perbanas Surabaya for his support at this event. Acknowledgments and thank you to all the steering and organizing committees of the ICOBBI for the extra ordinary effort during the conference until this proceeding published. Thank you very much to all presenter and delegates from various Universities. Beside it, I would like to express our gratitude to the six universities, namely Universitas 17 Agustus Surabaya, Universitas Surabaya, Universitas Dr. Soetemo Universitas Dian Nuswantoro Semarang, STIE 66 Kendari, Institut Institut Bisnis dan Keuangan Nitro Makassar which has been the co-host of this event.

Hopefully, the proceeding will become a reference for academics and practitioners, especially the business and banking industry to get benefit from the various results of the research field of Business and Banking associated with Information Technology. Proceedings also can be accessed online on the website <https://pascasarjana.perbanas.ac.id>.

Chair of the Master Management Study Program
STIE Perbanas Surabaya

Prof. Dr. Tatik Suryani, M.M.

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The Effect of Social Media Marketing Activities, Brand Image, Customer Satisfaction on Shopee Customer Loyalty in Surabaya City

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ABSTRACT

The use of information technology, especially social media, is currently highly developed in business field. The company conducts marketing activities on social media to attract customers and improve marketing performance. This research aims to examine the effect of social media marketing activities on brand image, brand image on customer satisfaction, customer satisfaction on customer loyalty, and brand image on shopee customer loyalty in Indonesia. This study was designed with a qualitative approach in the form of a theoretical review of the literature reviewing related research. The basic concepts underlined by this research are social media marketing activities, brand image, customer satisfaction, and customer loyalty and the interrelationships of these variables. Based on this study, there are several propositions formulated: (1) Social media marketing activities affect brand image, (2) brand image affect customer satisfaction, (3) customer satisfaction affect customer loyalty, (4) brand image affect customer loyalty. The implication of this research is expected to be the basis for further empirical research that examine a developed proposition because it can be use for enriching social media studies in marketing contexts and for companies in developing social media

1. INTRODUCTION

The development of information technology has changed the habits of Indonesian people from offline shopping to online shopping. Based on data from the Global Web Index summarized by We Are Social and Hootsuite, Indonesia is in the first rank as internet users who shop the most online with a percentage of 86 percent. The second place is China with a percentage of 82 percent and the third and fourth places are Germany and the UK at 81 percent. The fifth rank is Thailand by 80 percent (Indonesian CNN: 2019)

One of the popular online shopping stores in the community is Shopee. Shopee is an Online Shopping Platform that was founded in 2015 and now has networks in various major countries in Asia including Singapore as the head office, Indonesia, Malaysia, Thailand, Taiwan, Vietnam, Philippines, and Shanghai.

Based on data from Iprice in 2019, Shopee had a total number of visitors of 55,964,700 and was followed by an increase in visitors of 16 million from the previous year. Shopee's market share also increased from 19% in the first quarter to 21% in the second quarter. And the total number of shopee visitors in the fourth quarter of 2019 was 72.973300 and shopee's total social media followers starting from Twitter Shopee reached 152,290, Facebook 14,720, and Instagram 3,600,020 (Maarif, 2020)

The attractiveness of online platforms is influenced by brand image. Brand image is a benchmark for a company to determine whether the brand is well known by its customers. The company's brand image can lead to satisfaction with its customers. In a study conducted by Hosseini and Behboudi (2017) shows that brand image has a positive effect on customer satisfaction.

Customer satisfaction is something that the company needs to pay attention to. Satisfied customers will be loyal to use the products or services we provide. In a study conducted by Javed and Cheema (2017), it shows that customer satisfaction has a positive effect on customer loyalty.

Brand image can not only affect customer satisfaction, but it can also affect customer loyalty. Brand image can influence whether customers will be loyal in using the products or services offered by the company. In a study conducted by Samar Rahi (2017) shows that brand image has a positive effect on customer loyalty.

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2. THEORETICAL FRAMEWORK AND HYPOTHESES

Social Media Marketing Activity

Social media is an online application program, platform, or media that makes it easy for users to interact, work together, or share content (Ritcher & Kotch 2007 in Seo & Park, 2018). According to Weber (2007) in BILGIN, (2018), social media is an online environment where people with the same interests gather to share their thoughts, comments, and ideas. Social media can act as a marketing activity by building relationships with customers and getting opportunities to access them. (Kelly, et al 2010 in Seo & Park, 2018).

According to (Suryani et al., 2020), in maximizing the use of social media for business, it is very important for business practitioners, especially MSME owners to understand which social media features are important according to consumer thinking. According to Seo & Park, (2018), social media marketing activities are classified by various characteristics, namely entertainment, interaction, trendiness, customization, and perceived risk..

Brand Image

Brand image is part of brand equity in the form of a general perception of a brand that lies in the memory of consumers and a combination of many brand reminders (Keller 1993 in Seo & Park, 2018). A brand image is a combination of name, fame (reputation), designs, and symbols that differentiate products or services from competitors (Kotler 1991 in Khodadad Hosseini & Behboudi, 2017). According to Tatik Suryani (2013: 86), brand image is defined as everything related to the brand that is in the minds of consumers.

Factors contributing to the development of brand image are product attributes, company, marketing mix, individual perceptions of the brand, personal values, experience, type of brand users, and context. The source for forming a brand image can also be through experience with brands or brand communication (Al-Haddad, 2019). According to Setiawan & Suryani, (2015), in building a brand image one must also pay attention to the characteristics of the product or service offered and pay attention to the decision process taken by consumers.

Customer Satisfaction

Satisfaction is a feeling that results from evaluating what has been received with what is expected, including the purchase decision itself, the needs and desires associated with the purchase (Armstrong and Kotler 1996 in Khodadad Hosseini & Behboudi, 2017). According to Oliver (1997) in Al-Haddad, (2019), customer satisfaction is an assessment that a product or service feature, product, or service itself provides a level of fulfillment related to pleasant consumption, including the level of fulfillment below. or above. According to Kashif, et al (2015) in Fauzi & Suryani, (2019), satisfaction is related to customers' happy feelings when service providers meet their expectations.

According to Alhulail et al., (2018), customer satisfaction is an important factor in studying S-Commerce sites. Customer satisfaction is an element of cognitive loyalty and affective loyalty which shows that customer satisfaction can increase customer loyalty (Dabholkar 1996 in Susanti et al., 2018). According to Cronin & Taylor (1992) in Fauzi & Suryani, (2019) that satisfied customers will be more likely to be loyal and make repurchases of products or services offered by the company.

Customer Loyalty

Customer loyalty is a strong commitment to repurchase or repurchase a product or service consistently in the future (Ribbinketal 2004 in Fauzi & Suryani, 2019). Customer loyalty from the perspective of S-Commerce site users is a favorable attitude towards S-Commerce sites to use them in the future including browsing the site, buying from the site, creating content, sharing purchases with other friends, and recommending it to users. others (Alhulail et al., 2018). According to Tatik, (2013: 109), the key to competitive advantage in competitive situations is the company's ability to increase customer loyalty.

The impact of customer loyalty on company profitability can be emphasized. Customer loyalty does not allow them to switch to other brands due to competitive strategies such as special promotions or lower costs. According to Novitasari & Suryani, (2019), brand image can affect brand loyalty when viewed in terms of product quality, whether this product is quality in the minds of consumers so that it will affect whether consumers will be loyal or not in using the products we offer. According to Tatik, (2013) in Harimurti & Suryani, (2019), customer loyalty is not only an attitude, but will also form behavior so that it can be measured in the form of attitudes which have cognitive, affective, and conative aspects and in the form of behavior.

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The Effect Social Media Marketing Activities Towards Brand Image

Social media marketing activities require effort in building a brand image. a study conducted by Seo & Park, (2018) shows a significant relationship between social media marketing activities and brand image in aviation service companies. a study conducted by BİLGİN, (2018) in different companies, namely social media states that Social media marketing activities are an effective factor in brand image.

The Effect Brand Image Towards Customer Satisfaction

Brand image is needed by the company in building customer satisfaction. A study conducted by Khodadad Hosseini & Behboudi, (2017) states that brand image has a significant effect on customer satisfaction in health service companies. Al-Haddad, (2019) in a different object, namely telecommunications equipment companies stated that brand image has a significant positive effect on customer satisfaction.

The Effect Customer Satisfaction Towards Customer Loyalty

Customer satisfaction is needed in the company in building customer loyalty. A study conducted by Javed & Cheema, (2017) states that customer satisfaction is the main driver in building customer loyalty in food-service companies. Alhulail et al., (2018) in a different object, namely Social Commerce service companies, stated that satisfaction has a significant effect on customer loyalty. Susanti et al., (2018) in a different object, namely e-commerce service companies state that customer satisfaction has a significant effect on customer loyalty. Fauzi & Suryani, (2019) in a different object, namely banking service companies stated that customer satisfaction has a significant effect on customer loyalty.

The Effect Brand Image Towards Customer Loyalty

Brand image is needed by companies in building customer loyalty. A study conducted by Samar Rahi, (2017) states that brand image has a significant effect on consumer loyalty in banking service companies. However, from Novitasari & Suryani's research, (2019) states that brand image does not have a significant effect on customer loyalty in foodservice companies.

3. RESEARCH METHOD

Research and documentation studies carried out through meta-analysis and review related to social media marketing activities, Brand Image, Customer Satisfaction, and Customer Loyalty. The study was conducted in journals that discuss social media marketing activities, brand image, customer satisfaction, and customer loyalty. The journal conducts research related to aviation services, health services, telecommunications equipment companies, food service providers, social commerce services, and banking services.

4. DATA ANALYSIS

The result is the proposition of social media marketing activities, brand image, customer satisfaction, and customer loyalty taken from research conducted by Seo & Park (2018), BİLGİN (2018), Khodadad Hosseini & Behboudi (2017), Al-Haddad (2019), Javed & Cheema (2017), Alhulail et al (2018), Susanti et al (2018), Fauzi & Suryani (2019), Samar Rahi (2017), and Novitasari & Suryani (2019). There are 4 relationships between the conceptual framework and previous research. The relationship between social media marketing activities and brand image is taken from the research of Seo & Park (2018) and BİLGİN (2018), the relationship between brand image and customer satisfaction is taken from the research of Khodadad Hos-seini & Behboudi, (2017) and Al-Haddad. , (2019), the relationship between customer satisfaction and customer loyalty is taken from the research of Javed & Cheema, (2017), Alhulail et al., (2018), Susanti et al., (2018), and Fauzi & Suryani, (2019). The relationship between brand image and customer loyalty is taken from the research of Samar Rahi, (2017) and Novitasari & Suryani (2019).

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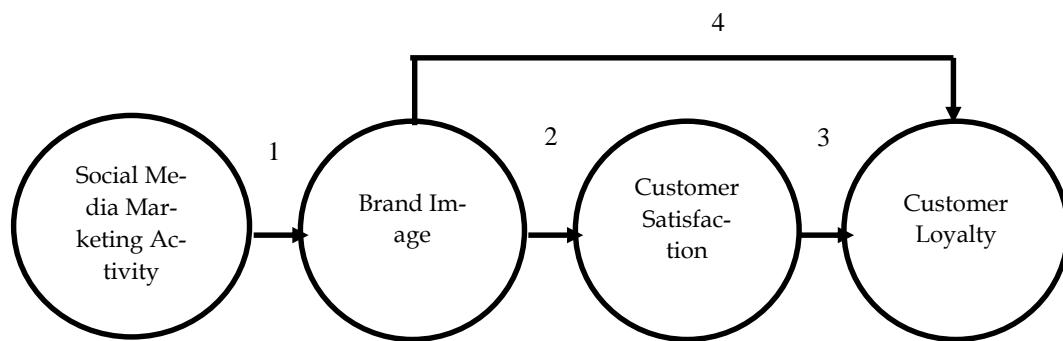
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Table 4.1.
Review Based on Previous Research

Number	Researcher Name	Independent Variable	Dependent variable	Intermediate Variable	Respondents and Location	Research result
1.	Eun-Ju Seo & Jin-Woo Park (2018)	Social Media Marketing Activity	E-Wom (Electronic Word of Mouth) Commitment	Brand Equity	302 Respondents South Korea	Social Media Marketing Activities have a significant effect on brand image.
2.	Farheen Javed & Sadia Cheema (2017)	Customer satisfaction Perceived value	Customer Loyalty	Customer Relationship Management	250 Respondents Pakistan	Customer satisfaction the main driver to build customer loyalty.
3.	Hosseini, <i>et al</i> (2017)	Brand trust Brand image	Using healthcare service	Customer Satisfaction	240 Respondents Iran	Brand Image has a significant effect on customer satisfaction
4.	Samar Rahi (2017)	Website design Assurance Customer service Brand image	Adopt Internet Banking Customer Loyalty		500 Respondents Pakistan	Brand Image has a significant effect on Consumer Loyalty
5.	Yusuf Bilgin (2018)	Social media marketing activities	Brand loyalty	Brand awareness Brand image	547 Respondents Turkey	Social media marketing activities have been found to be an effective factor in brand image
6.	Abdullah Al-Haddad (2019)	Social Identification	Brand love	Brand image Customer satisfaction	236 Respondents Abu Dhabi	Brand Image has a significant positive effect on Customer Satisfaction
7.	Alhulail, <i>et al</i> (2018)	Reputation Online shopping experience Word of mouth Communication Information quality System quality Service quality Social presence	Loyalty to S-commerce website	Satisfaction Trust	797 Respondents Australia	Satisfaction has a significant effect on loyalty to the S-Commerce site
8.	Yulita, <i>et al</i> (2018)	Service quality	Loyalty	Satisfaction Trust	365 Respondents Indonesia	Customer satisfaction has a significant effect on Customer loyalty
9.	Abu & Tatik (2018)	Service quality	Loyalty	Satisfaction Trust	392 Respondents Indonesia	Customer Satisfaction has a significant effect on Customer Loyalty

The results state that social media marketing activities have a significant effect on brand image, brand image has a significant effect on customer satisfaction, customer satisfaction has a significant effect on customer loyalty, brand image has a significant effect on customer loyalty.



Information

- 1 : Eun-Ju Seo & Jin-Woo Park (2018), Yusuf Bilgin (2018)
 2 : Hosseini, *et al* (2017), Abdullah Al-Haddad (2019)
 3 : Farheen Javed & Sadia Cheema (2017), Alhulail, *et al* (2018), Yulita, *et al* (2018), Abu & Tatik (2018)
 4 : Samar Rahi (2017)

Figure 4.1.
Conceptual Framework

5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

From the explanation above, the purpose of the authors to take the object of this research is to determine how the influence of social media marketing activities, brand image, customer satisfaction, and customer loyalty to shopee customers in the city of Surabaya. it can be concluded that social media marketing activities can influence shopee customer brand image, the brand image reflected by customers can affect shopee customer satisfaction, customer satisfaction can affect shopee customer loyalty, and brand image can also affect shopee customer loyalty.

The limitation of this research is that this research is a theoretical study that is taken based on the analysis of research journals that have been conducted by previous research related to social media marketing activities, brand image, customer satisfaction, and customer loyalty. In this study, no research was carried out on the object used, namely shopee. In this article he author does not conduct research, then the next author's advice is to research with a variety of social media marketing activities, brand image, customer satisfaction, and customer loyalty. This research is a non-empiric theory and the journal is used is still not a lot that requires primary research between variables that discuss social media marketing activities, brand image, satisfaction, and satisfaction. Journal for which authors are used is the journal of 2017 to 2019, so that further writers can use journals with the latest year. The author does not enter the research instruments, that further authors need to research the research instruments.

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